



BREATHELIFE

Clean Air. Healthy Future.



World Health Organization



CLIMATE & CLEAN AIR COALITION
TO REDUCE SHORT-LIVED CLIMATE POLLUTANTS

UN environment





**MUSTER THE PRESTIGE AND “BRAND”
RECOGNITION OF WHO, CCAC and UNEP TO
MOBILIZE AWARENESS & ACTIONS**



Target Groups

- **General Public** –urban social-media connected worldwide, parents concerned about children’s health; students
- **Policymakers** at city & national levels -
BreatheLife network
- **Health sector** - Policymakers & specialists in cardio, pulmonary & cancer (as “influencers”);

PRACTICES

- ▶ **Authoritative Air Quality evidence**
- ▶ **Infographics made complex data simple**
- ▶ **Videos & exhibits– emotional story**
- ▶ **Global-Regional-Local campaigning - to amplify the story**



**CLIMATE &
CLEAN AIR
COALITION**
TO REDUCE SHORT LIVED
CLIMATE POLLUTANTS

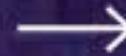


**World Health
Organization**



AIR POLLUTION IS AN INVISIBLE KILLER

How safe is the air in your city? See the results:



CLIMATE & CLEAN AIR COALITION
BY WORLD LEADERS IN CLIMATE POLICY

THE AIR POLLUTION IN KATHMANDU, NEPAL

SEARCH ANOTHER CITY



MORE ABOUT THE DATA

*PM_{2.5} concentrations measured in micrograms of particles per cubic meter of air (µg/m³)
Date: WHO Global Platform on Air Quality & Health

SCROLL DOWN  TO LEARN MORE

POLLUTION LEVEL IN
KATHMANDU

49

The air in Kathmandu has an annual average of 49 µg/m³ of PM_{2.5} particles. That's 4.9 times the WHO safe level.

POLLUTION LEVEL IN
NEPAL

64

The air in Nepal has an annual average of 64 µg/m³ of PM_{2.5} particles. That's 6.4 times the WHO safe level.

DEATHS BY AIR POLLUTION

9,943

IN NEPAL YEARLY (2012)

in Nepal, 9,943 people die from an air pollution-related disease each year.

[SHARE THIS DATA](#)

[Search Another City](#) / [See the full dataset](#)

LEADING KILLER

Ischemic heart disease

in Nepal, the top illness caused by air pollution is ischemic heart disease.

CHILD DEATHS

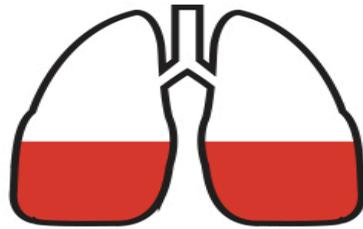
740

in Nepal, 740 children die of air pollution-related diseases every year.

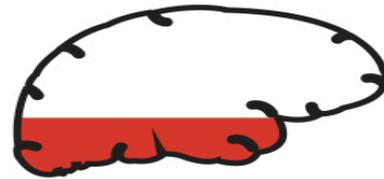
SHAREABLE INFOGRAPHICS

THE **INVISIBLE KILLER**

Air pollution may not always be visible, but it can be deadly.



36%
OF DEATHS FROM
LUNG CANCER



34%
OF DEATHS FROM
STROKE



27%
OF DEATHS FROM
HEART DISEASE

BREATHELIFE.
Clean Air. Healthy Future.



World Health
Organization



CLIMATE &
CLEAN AIR
COALITION
TO REDUCE SHORT-LIVED
CLIMATE POLLUTANTS

UNIQUE VIDEO CONTENT

How air pollution impacts your body

Posted by World Health Organization (WHO)

58,957 Views



They weave clots that can be deadly blockers of blood flow



Household Energy - Nepal



HABITAT III LAUNCH



TOWARDS A NEW
URBAN AGENDA

BreatheLife Cities

At launch: 12 cities announced intention to join

Today: 36 cities & regions, incl: Santiago, Washington DC, London, Paris, Bonn, Oslo --- Singapore, Seoul, Accra & Mongolia, Catalonia

CITY UPDATES / LONDON, UNITED KINGDOM / 2017-10-04

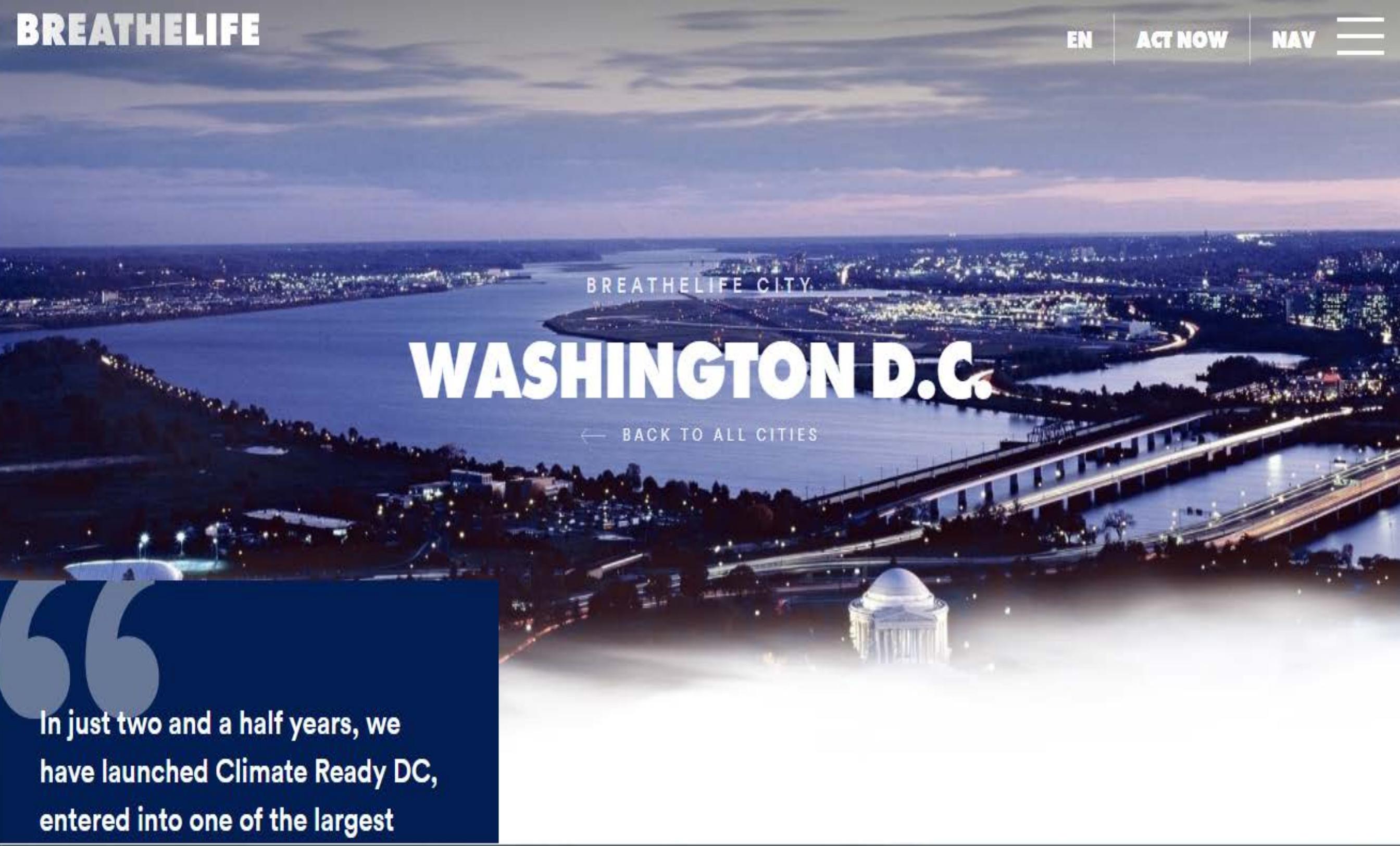
LONDON JOINS BREATHELIFE CAMPAIGN: MAYOR SADIQ KHAN ANNOUNCES ON 4 OCTOBER

London will work with BreatheLife cities around the world to reduce emissions of harmful pollutants and improve air quality.

London, United Kingdom



Mayor Sadiq Khan released new research showing that every Londoner in the capital lives in an area exceeding World Health Organization (WHO) guidelines for health-harmful PM2.5 particles.



BREATHELIFE CITY

WASHINGTON D.C.

[← BACK TO ALL CITIES](#)



In just two and a half years, we have launched Climate Ready DC, entered into one of the largest

Promoting Every City's Story



BREATHELIFE

CITY UPDATES / WASHINGTON, DC, UNITED STATES / 2017-09-20

WASHINGTON, DC IS EPA'S #1 CITY FOR 2017: THIRD TIME RUNNING

Washington, DC once again earned the number one ranking on the U.S. Environmental Protection Agency's (EPA) annual list of U.S. metro areas with the most ENERGY STAR® certified buildings.

Washington, DC, United States



Washington D.C., United States
Joined September 22, 2017



Hualqui, Chile
Joined April 22, 2017



Concepción, Chile
Joined April 22, 2017



Chiguayante, Chile
Joined April 22, 2017



Greater Manchester, United Kingdom
Joined April 1, 2017

MONGOLIA JOINS THE BREATHELIFE NETWORK: NATIONAL ACTION PLAN'S 59 MEASURES FOR CLEAN AIR

Mongolia envisions a green economy and a sustainable future, charting new development goals for the capital city of Ulaanbaatar.

National Government of Mongolia

CAMPAIGN WAY FORWARD



Policymakers



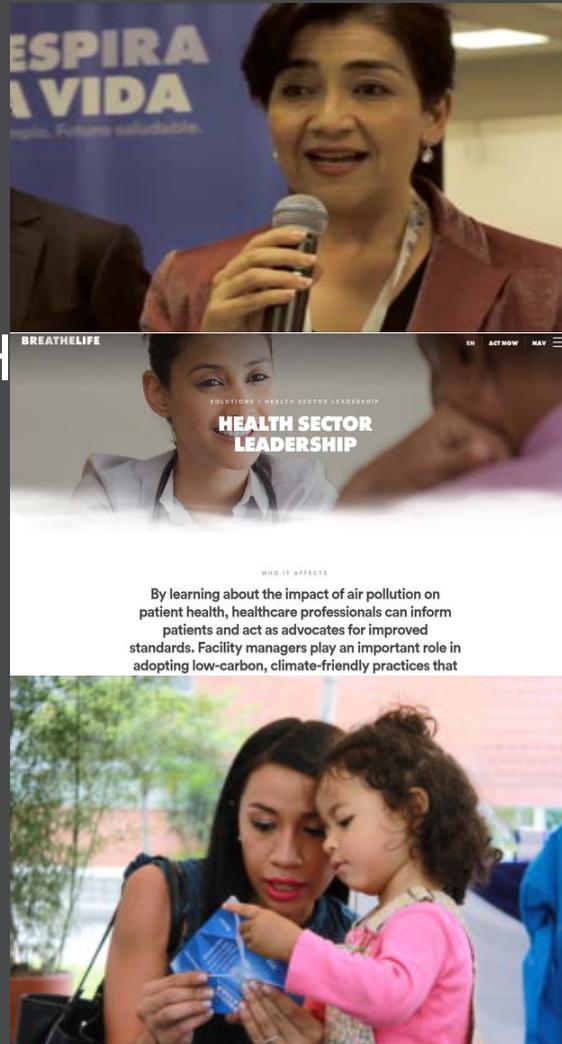
Health sector



Public - Parents

CAMPAIGN WAY FORWARD

- “BREATHELIFE” REGIONAL HUBS IN ASIA, AFRICA, AMERICAS
- HEALTH SECTOR /HIAP OUTREACH - CARDIO, PULMONARY & CANCER SPECIALISTS
- PUBLIC OUTREACH WITH PARTNERS IN KEY CITIES
 - SCHOOLS
 - SOCIAL MEDIA
 - EVENTS
 - BREATHELIFE CHALLENGES



EVENTS FOR POLICYMAKERS & PUBLIC



- COP 21 2015
- UN Habitat, October 2016
- WORLD URBAN FORUM – KUALA LUMPUR



BREATHELIFE

Clean Air. Healthy Future.



Videos

